



RESOLUTION OF COUNCIL MEETING DATED APRIL 3, 2012

REPORT NO. 19 - GENERAL COMMITTEE (April 2, 2012)

(1) FLATO DEVELOPMENTS – NAMING RIGHT

FOR MARKHAM THEATRE (6.2)

[Report](#) [Attachment A](#) [Attachment B](#) [Attachment C](#) [Attachment D](#) [Presentation](#)

- 1) THAT the report titled Flato Developments Naming Right for Markham Theatre be received; and,
- 2) THAT the Town of Markham agrees to name the Markham Theatre: “FLATO MARKHAM THEATRE”, the new name to be branded and utilized in all promotional, administrative, and legal functions, operations and communications associated with Markham Theatre; and,
- 3) That the Flato Developments VIP Lounge naming right will be extended for the same term as the Naming Rights to the Markham Theatre for Performing Arts; and,
- 4) That the proposed Terms for a Naming Right Agreement for Markham Theatre of \$75,000 per annum, provided by Flato Developments, for a ten year period subject to an increase each year during the term of this agreement to reflect the change in the Consumer Price index (Toronto All items September – September) with such increases effective January 1st rounded off to the nearest dollar, be approved; and,
- 5) That Flato Developments provide \$30,000, a one time contribution to cover the costs to change the name, signage and other material for the Theatre, and to be paid at time of execution of the agreement; and,
- 6) That the remaining Naming Rights terms as outlined in the report be approved; and,
- 7) That the Mayor and Clerk be authorized to execute an agreement with Flato Developments, for naming rights for the Markham Theatre, on the terms set out in this report, in a form satisfactory to the Commissioner of Community and Fire Services and the Town Solicitor; and,

- 8) That the proceeds for the naming agreement be deposited into account 890 890 9254 (General Sponsorship); and,
- 9) That the correspondence from Dr. Pat Kincaid, Markham resident be received; and further,
- 10) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

CARRIED BY A RECORDED VOTE (11:2)

(See following recorded vote)

YEAS: Mayor Frank Scarpitti, Regional Councillor Jim Jones, Regional Councillor Gord Landon, Regional Councillor Joe Li, Councillor Howard Shore, Councillor Don Hamilton, Councillor Carolina Moretti, Councillor Colin Campbell, Councillor Alan Ho, Councillor Logan Kanapathi, Councillor Alex Chiu. (11)

NAYS: Deputy Mayor Jack Heath, Councillor Valerie Burke. (2)